

What They Do

Customer Service Representatives provide a direct link from the company to the customer. Primarily offering service via the telephone or the internet, they handle both new and existing customers, answer questions, provide help with problems. They help keep the customer informed as to delivery time and order status. They take orders for products or services, answer delivery questions, find replacement part numbers, and perform other sales support functions. They may enter customer data into a computer database.

Customer Service Representatives are an integral part of the company's sales team. As part of the sales team, they may also support company employees in the field. They may have sales goals to meet. They often work as part of a team with other sales staff.

*Customer Service Representatives in the biotech industry share characteristics of Agricultural & Food Science Technicians and Life, Physical, and Social Science Technicians, All Other. Detailed descriptions of these occupations may be found in the Occupational Information Network (O*NET) at online.onetcenter.org.*

Important skills, knowledge, and abilities include:

- ▶ Customer and Personal Service – Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- ▶ Speaking – Talking to others to convey information effectively.
- ▶ Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- ▶ Reading Comprehension – Understanding written sentences and paragraphs in work related documents.
- ▶ Number Facility – The ability to add, subtract, multiply, or divide quickly and correctly.

Training/Requirements

- ▶ Bachelor of Arts or Science degree.
- ▶ Up to two years of related experience.
- ▶ Must possess some knowledge of the company's products. (See **Additional Sources of Information.**)

Customer Service Representatives

What's the California Job Outlook?

While the Bureau of Labor Statistics does not collect data on Customer Service Representatives, the occupations listed below are found in the biotechnology industry and have similar duties to Service Representative. The California outlook and wage figures are drawn from all industries and represent occupations comparable to Clinical Research Associates.

Standard Occupational Classification	Estimated Number of Workers 2002	Estimated Number of Workers 2012	Average Annual Openings	2005 Wage Range (per hour)
Customer Service Representatives				
43-4051	197,600	244,900	7,670	\$11.90 to \$19.06

These figures do not include self-employment.

Average annual openings include new jobs plus openings due to separations.

Source: www.labormarketinfo.edd.ca.gov, Employment Projections by Occupation and OES Employment & Wages by Occupation, Labor Market Information Division, Employment Development Department.

Additional Sources of Information

American Marketing Association
(800) AMA-1150
www.marketingpower.com

International Customer Service Association
(800) 360-4272
www.icsa.com

Society for Marketing Professional Services
(800) 292-7677
www.smps.org

National Association of Sales Agents-A Manufacturer's Representative Association
(815) 838-3055
www.nasareps.com

Occupational Information Network (O*NET)
<http://online.onetcenter.org>